

TAB

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TAB "C"

ESTIMATED REPRODUCTION COSTS

I. Costs

Accurate estimates of cost will not be possible until it is known what the exact circulation will be, the number of pages that will be contained in an issue, and, of course, the method of reproduction to be used. The number of copies does
25X1A1a [REDACTED] of pages
[REDACTED] for the type
of publication under consideration. Of the three possible methods of reproduction -- offset, letterpress, and color printing -- the most expensive would be color printing, the least, probably, letterpress. Between letterpress and offset, there is little to choose in the matter of price. The Government Printing
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letterpress, unlike that of offset, tends to diminish so that eventually letterpress becomes the more economical. It is impossible to give any estimate of the cost of color printing in the absence of an actual layout of the periodical, but the process would raise the expense considerably over the other two forms.

II. Discussion

In view of the fact that letterpress would be, if anything, less costly than offset and would furthermore give the journal more satisfactory appearance, the advantages would seem to be all on the side of letterpress. It is not believed that the addition of color to a journal of the sort described would justify the increased expense. If the journal were printed in letterpress on good paper with a neat, professional, attractive, and dignified format, it is believed that the expense involved would be well justified in terms of serious reader interest. It is improbable that the mission of the journal could be accomplished short of such a format.

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